



PRESS RELEASE

For Immediate Release
July 7, 2006

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Lola and Wilson Say “Water Wisely!”

Summer 2006 Water Conservation Campaign Kicks Off

Santa Rosa, CA – The Sonoma County Water Agency (Agency) has launched its 2006 Water Wisely Campaign featuring the newest Agency water conservation spokespersons, Lola the ladybug and Wilson the worm. The mission of the campaign is to increase awareness and educate residents about conserving water during the hot summer months.

This summer, Lola the ladybug and Wilson the worm reside in the front yard of the Anderson family. Unfortunately, they are forced to wear life jackets and float on a raft because the Anderson family over-waters their lawn several times a week. In order to help educate the Anderson family about how to conserve water this summer, Lola and Wilson will provide outdoor water conservation tips that all households can use. These water conservation tips include:

- Use low-flow hose nozzles when watering outside
- Use irrigation timers to better manage your outdoor water-use
- Plant water-thrifty plants

Lola and Wilson will make special appearances in several media outlets throughout Sonoma County beginning July 9 – August 13. The media campaign includes: The Press Democrat; Comcast Television (English and Spanish); KFTY – Channel 50; PressDemocrat.com; KZST – 100.1 FM; KJZY – 93.7 FM; and KRVR – 105.5 FM. In addition, Lola and Wilson appear on a billboard along north-bound lanes of Highway 101, near Todd Road.

As part of its multicultural communications plan, the Agency will run the Lola and Wilson ads in Spanish in several media outlets, including Comcast, La Voz, KTOB – 1490 AM, and KRRS – 1460 AM. It is the goal of the Agency to reach out to the non-English speaking community and provide educational information about its services and key issues, such as water conservation.

The Water Wisely Campaign is utilized by the Agency to increase public awareness on how to conserve water during the hot summer months. This year’s theme of watering a lawn too much comes at a time when new homes have been found to use more water than older homes; mainly due to their over-use of water to irrigate lawns and gardens.

To view the Lola and Wilson ads, visit www.sonomacountywater.org.

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Sonoma County Water Agency provides water supply, flood protection and sanitation services for portions of Sonoma and Marin counties. Visit us on the Web at www.sonomacountywater.org.